In the Claims

Please amend the claims to read as follows:

1. (Original) A method comprising:

presenting a collection of retail items, each having an indicia associated therewith, in a bricks and mortar store offering items for sale;

sensing the indicia associated with selected ones of said items;

compiling a list identifying the items whose indicia were sensed;

storing said list in a data structure associated with a user; and

later recalling said list;

using said recalled list to present a customized selection of items in an on-line shopping environment; and

receiving input from a user identifying a subset of items from said customized selection of items.

2. (Canceled) The method of claim 1 in which the sensing comprises scanning at a checkout stand of said store.

3. (Original) A method of conducting an online shopping session comprising:

identifying a user by reference to a login identifier;

recalling a list of products associated with the user;

presenting products from said list to the user for selection;

receiving user selections of products to be purchased;

receiving an indication that the user is finished selecting products; and

thereafter querying the user regarding possible purchase of an item not selected by the user but on said recalled list, before completing the online shopping session.

4. (Original) A computer storage medium having instructions thereon causing a computer to perform the process of claim 3.

5. (Original) The method of claim 3 which includes selecting said item in accordance with a procedure that depends, in part, on the passage of a predetermined interval of time without the user selecting said item for purchase.

6. (Original) The method of claim 3 that includes selecting said item only if the total price of items selected by the user meets a pre-determined criterion.

7. (Original) A method comprising:

logging a shopper's habits or preferences exhibited in an on-line shopping environment in one or more database records associated with that shopper; and

recalling said logged database record in a bricks and mortar store and using the logged information in connection with bricks and mortar shopping by said user.

8. (Currently Amended) In **a** ~~an on-line shopping~~ method **of on-line shopping from a first vendor**, an improvement comprising displaying a virtual shopping aisle with graphical – rather than strictly textual –representations of items for sale, wherein items of potential interest to a shopper are presented more prominently than other items.

9. (Currently Amended) The method of claim 8 that includes identifying items of potential interest by reference to the shopper's prior [shopping history] **activity in a bricks and mortar store**.

10. (Previously Added) The method of claim 1 in which the sensing comprises sensing said selected items along aisles at which said items are displayed, away from a checkout stand.

11. (Previously Added) The method of claim 1 in which the sensing comprises sensing an RFID identifier.

12. (Previously Added) The method of claim 3 in which the item not selected by the user, but on said recalled list associated with the user, is a dessert or cookie item.

13. (Previously Added) The method of claim 3 in which the item is the subject of said query only if said item has not been purchased by the user for a predetermined period.

14. (Previously Added) The method of claim 3 in which the item is the subject of said query only if the user has demonstrated a prior purchasing habit related to said item, and the omission of said item is not in accordance with said demonstrated habit.

15. (New) **The method of claim 9 wherein said activity is activity in a bricks and mortar store associated with the first vendor.**

16. (New) **The method of claim 9 wherein said activity is a shopping activity.**

17. (New) **The method of claim 8 that includes identifying items of potential interest by reference to the shopper's prior activity in the bricks and mortar store, wherein said items of potential interest include at least one item that the shopper has not previously purchased from said first vendor.**

18. (New) **The method of claim 8 that includes identifying items of potential interest by reference to the shopper's prior shopping history, where said history includes transactions with vendors other than said first vendor**

19. (New) **The method of claim 8 that includes identifying items of potential interest, at least in part, by sensing identification data from products while at the shopper's residence.**

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20. (New) A method of facilitating on-line shopping comprising:

collecting data about products of interest during a shopper's visit to a bricks and mortar store, said data being collected prior to check-out; and

using the data thereby acquired in a later on-line shopping session with said shopper.

21. (New) The method of claim 20 wherein at least certain of the products of potential interest are not purchased by said shopper during said visit to said store.

22. (New) The method of claim 20 wherein the data collection includes shopper activation of a shelf-based sensor associated with a product of interest.

23. (New) The method of claim 20 wherein the data collection includes shopper use of a sensor device in the aisle of the store to collect data relating to a product of interest.

24. (New) The method of claim 1 wherein at least one of said items is sensed while located in an aisle of the store, rather than at checkout.

25. (New) The method of claim 1 wherein the sensing of at least one item occurs without an associated purchase transaction.

26. (New) The method of claim 1 in which the bricks and mortar store is associated with a first vendor, and the recalled list is used by a second vendor distinct from the first, to present a customized selection of items in an on-line shopping environment.

27. (New) The method of claim 3 in which the on-line shopping session is with a first vendor, yet products included on the recalled list include products that the user has not purchased from the first vendor.